

Rep Order# 6815352 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 101894

Printed: 05/21/2012 12:42 PM  
Last Received: 05/16/2012 11:29 AM  
Showing Buylines: All Lines

1 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) OCEGUERA FOR CONGRE  
Product OCEGUERA 4 CONGRESS  
Estimate# 1188  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
1010 WISCONSIN AVE,S  
SU 800, WASHINGTON, DC 20007  
Agency C/P1/P2/E 10/11/1188  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$135.00	10/23-10/29	4	1	4	\$540.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$275.00	10/23-10/29	5	1	5	\$1,375.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$300.00	10/23-10/29	5	1	5	\$1,500.00	
	4	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$150.00	10/28-10/28	1	1	1	\$150.00	
	5	SU	8A-9A	MEET THE PRESS	:30	\$340.00	10/28-10/28	1	1	1	\$340.00	
	6	TU-F,M	9A-10A	TODAY SHOW II	:30	\$150.00	10/23-10/29	3	1	3	\$450.00	
	7	TU-F,M	10A-11A	TODAY SHOW III	:30	\$100.00	10/23-10/29	3	1	3	\$300.00	
	8	TU-F,M	11A-12P	RACHEL RAY	:30	\$100.00	10/23-10/29	2	1	2	\$200.00	
	9	TU-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$150.00	10/23-10/29	2	1	2	\$300.00	
	10	TU-F,M	2P-3P	THE DOCTORS	:30	\$100.00	10/23-10/29	3	1	3	\$300.00	
	11	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$175.00	10/28-10/28	1	1	1	\$175.00	
	12	TU-F,M	3P-4P	DR. PHIL	:30	\$175.00	10/23-10/29	3	1	3	\$525.00	

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	13	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$250.00	10/23-10/29	3	1	3	\$750.00	
	14	TU-F,M	430P-5P	NEWS 4 AT 430P	:30	\$250.00	10/23-10/29	3	1	3	\$750.00	
	15	TU-F,M	5P-630P	EARLY NEWS	:30	\$375.00	10/23-10/29	6	1	6	\$2,250.00	
	*16	TU-F,M	7P-730P	JEOPARDY	:30	\$350.00	10/23-10/29	5	1	5	\$1,750.00	
		Station Remark: V2 TP CHANGE - JEOPARDY 630-7P										
	*17	TU-F,M	730P-8P	WHEEL OF FORTUNE	:30	\$225.00	10/23-10/29	4	1	4	\$900.00	
		Station Remark: V2 TP CHANGE - WHEEL 7-730P										
	*18	SA	7P-730P	JEOPARDY	:30	\$150.00	10/27-10/27	1	1	1	\$150.00	
		Station Remark: V2 TP CHANGE- JEOPARDY 630-7P										
	19	M	8P-10P	THE VOICE	:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
	20	W	9P-10P	ROCK CENTER	:30	\$850.00	10/24-10/24	1	1	1	\$850.00	
	21	F	9P-10P	GRIMM	:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
	22	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$375.00	10/23-10/29	4	1	4	\$1,500.00	
	23	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
	24	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
	25	TU-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$185.00	10/23-10/29	3	1	3	\$555.00	
	26	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$450.00	10/27-10/27	1	1	1	\$450.00	
	27	SU	530P-830P	SUN NT FR: N ORLEANS @ DEN	:30	\$4,000.00	10/28-10/28	1	1	1	\$4,000.00	

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---REPORT TOTALS---

Report Totals: 69 / \$22,360.00

---SALES MONTHLY TOTALS---

Oct 12: 54 / \$18,265.00 Nov 12: 15 / \$4,095.00

Sales Totals: 69 / \$22,360.00

Station Totals: 69 / \$22,360.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$111,800

CATV	0%	KBLR	0%	KINC	0%	KLAS	26%	KSNV	20%
KTNV	21%	KTUD	1%	KVCW	4%	KVMY	6%	KVVU	22%
XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE